

ORDER



Orders
Order / Rev: 703629
Alt Order #: 06258784
Product Desc: RNC-ROMNEY
Estimate: 300
Flight Dates: 08/01/12 - 08/07/12
Original Date / Rev: 07/31/12 / 08/06/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact: Stephanie Kincaid
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney, M/ RNC
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/07/12	55	\$46,760.00	\$39,746.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	55	\$46,760.00	\$39,746.00	0.00
Totals	55	\$46,760.00	\$39,746.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	08/01/12	08/03/12	Price Is Right Price Is Right	CM	11a-12p	--WTF--	:30	2	\$975.00	P-3	0.00	NM	2	\$1,950.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--WTF--					2	\$975.00		0.00			
2	WTSP	08/06/12	08/07/12	Price Is Right Price Is Right	CM	11a-12p	MT-----	:30	2	\$975.00	P-3	0.00	NM	2	\$1,950.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MT-----					2	\$975.00		0.00			
3	WTSP	08/01/12	08/03/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	--WTF--	:30	2	\$875.00	P-3	0.00	NM	2	\$1,750.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--WTF--					2	\$875.00		0.00			
4	WTSP	08/06/12	08/07/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MT-----	:30	2	\$875.00	P-3	0.00	NM	2	\$1,750.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MT-----					2	\$875.00		0.00			
5	WTSP	08/01/12	08/03/12	M-F 2-3p The Talk	CM	2-3p	--WTF--	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--WTF--					2	\$700.00		0.00			

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Advertiser: Romney, M/ RNC
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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WTSP	08/06/12	08/07/12	M-F 2-3p The Talk	CM	2-3p	MT-----	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	MT-----					2	\$700.00		0.00			
7	WTSP	08/06/12	08/07/12	M-F 3-4p Let's Make a Deal	CM	3-4p	MT-----	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	MT-----					2	\$700.00		0.00			
8	WTSP	08/01/12	08/03/12	M-F 3-4p Let's Make a Deal	CM	3-4p	--WTF--	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		07/30/12	08/05/12	--WTF--					2	\$700.00		0.00			
9	WTSP	08/01/12	08/03/12	M-F 4-5p Dr. Phil	CM	4-5p	--WTF--	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		07/30/12	08/05/12	--WTF--					2	\$700.00		0.00			
10	WTSP	08/06/12	08/07/12	M-F 4-5p Dr. Phil	CM	4-5p	MT-----	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	MT-----					2	\$700.00		0.00			
11	WTSP	08/06/12	08/07/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MT-----	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	MT-----					2	\$600.00		0.00			
12	WTSP	08/01/12	08/03/12	M-F 5-530p 5-530p 10 News	CM	5-530p	--WTF--	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		07/30/12	08/05/12	--WTF--					2	\$600.00		0.00			
13	WTSP	08/06/12	08/07/12	M-F 530-6p 10 News at 530p	CM	530-6p	MT-----	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	MT-----					2	\$600.00		0.00			
14	WTSP	08/01/12	08/03/12	M-F 530-6p 10 News at 530p	CM	530-6p	--WTF--	:30	4	\$600.00	P-3	0.00	NM	4	\$2,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		07/30/12	08/05/12	--WTF--					4	\$600.00		0.00			
15	WTSP	08/06/12	08/07/12	M-F 6-630p 6-630p 10 News	CM	6-630p	MT-----	:30	2	\$675.00	P-3	0.00	NM	2	\$1,350.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	MT-----					2	\$675.00		0.00			
16	WTSP	08/01/12	08/03/12	M-F 6-630p 6-630p 10 News	CM	6-630p	--WTF--	:30	2	\$675.00	P-3	0.00	NM	2	\$1,350.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		07/30/12	08/05/12	--WTF--					2	\$675.00		0.00			
17	WTSP	08/01/12	08/03/12	7-730p Inside Edition	CM	7-730p	--WTF--	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		07/30/12	08/05/12	--WTF--					2	\$900.00		0.00			
18	WTSP	08/06/12	08/07/12		CM	7-730p	MT-----	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00

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Advertiser: Romney, M/ RNC
 Product Desc: RNC-ROMNEY
 Estimate: 300
WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7-730p Inside Edition 1X PER DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 MT----- 2 \$900.00 0.00														
19	WTSP	08/06/12	08/07/12	730-8p Millionaire	CM	730-8p MT-----	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
1X PER DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 MT----- 2 \$900.00 0.00														
20	WTSP	08/01/12	08/03/12	730-8p Millionaire	CM	730-8p --WTF--	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
1X PER DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/30/12 08/05/12 --WTF-- 2 \$900.00 0.00														
21	WTSP	08/06/12	08/07/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p MT-----	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
1X PER DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 MT----- 2 \$1,800.00 0.00														
22	WTSP	08/01/12	08/03/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p --WTF--	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
1X PER DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/30/12 08/05/12 --WTF-- 2 \$1,800.00 0.00														
23	WTSP	08/01/12	08/03/12	Letterman Late Night with David Letterman	CM	1135p-1237a --WTF--	:30	2	\$850.00	P-3	0.00	NM	2	\$1,700.00
1X PER DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/30/12 08/05/12 --WTF-- 2 \$850.00 0.00														
24	WTSP	08/06/12	08/07/12	Letterman Late Night with David Letterman	CM	1135p-1237a MT-----	:30	2	\$850.00	P-3	0.00	NM	2	\$1,700.00
1X PER DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 MT----- 2 \$850.00 0.00														
25	WTSP	08/04/12	08/04/12	Sat 6-8a 10 News, 6am Saturday	CM	Sat 6-8a -----S-	:30	1	\$120.00	P-3	0.00	NM	1	\$120.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/30/12 08/05/12 -----S- 1 \$120.00 0.00														
26	WTSP	08/04/12	08/04/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a -----S-	:30	1	\$240.00	P-3	0.00	NM	1	\$240.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/30/12 08/05/12 -----S- 1 \$240.00 0.00														
27	WTSP	08/04/12	08/04/12	LN (Sa) Late News (Sa)	CM	Sa 11-1135p -----S-	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/30/12 08/05/12 -----S- 1 \$1,200.00 0.00														
28	WTSP	08/05/12	08/05/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a -----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/30/12 08/05/12 -----S 1 \$1,200.00 0.00														
E 29	WTSP	08/05/12	08/05/12	Face the Nation Face the Nation	CM	Sun 1030-1130a -----S	:30	1	\$1,200.00	P-3	0.00	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/30/12 08/05/12 -----S 1 \$1,200.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WTSP 07/30/12-08/05/12 Face the Nation Sun 1030-1130a -----Su :30 (\$1,200.00) 0.00 NM Credited														
30	WTSP	08/05/12	08/05/12	LN (Su) Late News (Su)	CM	Su 11-1135p -----S	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00

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Advertiser:	Romney, M/ RNC
Product Desc:	RNC-ROMNEY
Estimate:	300

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
30	WTSP	08/05/12	08/05/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		07/30/12	08/05/12	-----S	1	\$1,700.00	0.00								
													Totals	55	\$46,760.00